

# FASHION MERCHANDISING ADVANCED

**Levels:** Grade 11-12

**Units of Credits:** 2 Semesters (1.0)

**CIP Code:** 08.0199

**Prerequisites:** Fashion Merchandising A and B

## COURSE DESCRIPTION

The Advanced Fashion Merchandising course is designed to provide the serious fashion student knowledge of the various business functions in the fashion industry. The following list of skill standards prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising and career opportunities. Students taking the marketing classes should have the opportunity to participate in the DECA organization (Student Marketing Leadership Association). DECA related activities and curriculum could be used as an approved part of all marketing classes.

**STANDARD Students will have a basic understanding of the history of fashion.**

**08.0199-01** (Sec 1.2, "Fashion Marketing")

### OBJECTIVES:

08.0199-0101 Identify early history of clothing.

08.0199-0102 Name some influential people in fashion history.

08.0199-0103 Identify specific styles in the 20<sup>th</sup> century.

**STANDARD Students will understand Fashion Products and Research**

**08.0199-02** (Ch 9, "Fashion Marketing")

### OBJECTIVES

08.0199-0201 Define the following terms: rag trade, product mix, product assortment, market research, survey method, observation method, experimental method, focus group, merchandise information system.

08.0199-0202 Describe methods used to do market research.

08.0199-0203 Explain market segmentation and target market research

**STANDARD Students will understand the concept of retailing positioning.**

**08.0199-03** (Ch. 13 World of Fashion Merchandising)

### OBJECTIVES

08.0199-0301 Define the following terms: retail positioning, merchandising policies, operational policies, buying motives, product motives, patronage motives, direct competition, indirect competition, vertical competition, lifestyle competition, ambiance.

08.0199-0302 Define the following terms about product strategy: assortment breadth, assortment depth

08.0199-0303 Define the following terms about pricing strategy: prestige pricing, price promoting,

08.0199-0304 Explain place strategy in terms of: site location, types of store clusters, market coverage, facilities design, store exterior, store interior

**STANDARD Students will understand the basics of fashion buying.**

**08.0199-04** (Ch. 15, 16 "World of Fashion Merchandising") (Sec 10.1, "Fashion Marketing")  
(Ch 4 "Fashion Marketing")

**OBJECTIVES**

- 08.0199-0401 Explain the role of a fashion buyer. (Sec 10.1 Fashion Marketing)
- 08.0199-0402 Describe the merchandise planning function. (Sec 10.1 Fashion Marketing)
- 08.0199-0403 Define the following terms: design center, fashion weeks, haute couture, couturiers, buying center, market weeks, mart. (Sec 4.1 Fashion Marketing)
- 08.0199-0404 Define the following terms: merchandising cycle, departmental buying, classification buying, stock turnover, buying plans, stock-to sales ratio, open-to-buy (OTB), assortment plan, stock-keeping unit (SKU), specification buying, and vendor-managed inventory (VM). (Ch 15 World of Fashion Merchandising)
- 08.0199-0405 Identify ways of obtaining internal and external information when planning to buy. (Ch 15 World of Fashion Merchandising)
- 08.0199-0406 Describe what happens at market weeks and trade shows. (Ch 16 World of Fashion Merchandising)
- 08.0199-0407 Identify some advantages of market weeks for buyers. (Ch 16 World of Fashion Merchandising)
- 08.0199-0408 Identify the major domestic market centers and what they are known for. (Ch 16 World of Fashion Merchandising)
- 08.0199-0409 Define the following terms: purchase order, advance orders, reorders, back orders, open order, special orders, blanket orders, approval buying.

**STANDARD Students will understand how fabrics are made and the characteristics of different fabrics. (Chapter 6 and 7 "World of Fashion Merchandising")**

**08.0199-05**

**OBJECTIVES**

- 08.0199-0501 Define: cellulosic fibers, protein fibers, staple fibers, filaments (Ch 6)
- 08.0199-0502 Define: cellulosic manufactured fibers, noncellulosic manufactured fibers, spinneret (Ch 6)
- 08.0199-0503 Define: spinning, ply, blend (Ch 6)
- 08.0199-0504 Define: selvage, grain, true bias (Ch 7)
- 08.0199-0505 Define: nonwovens, laces and nets, braided fabrics, bonding, quilted fabrics (Ch 7)
- 08.0199-0506 Define: finishing, bleaching, dyeing, colorfast, printing, hand (Ch 7)

**STANDARD Students will understand the basics of successful selling. (Ch. 18) (Sec. 10.2 "Fashion Marketing")**

**08.0199-06**

**OBJECTIVES**

- 08.0199-0601 Define the following terms: rational buying behavior, emotional buying behavior, nonpersonal selling, personal selling, product features, benefits, add-ons, trading up.
- 08.0199-0602 Explain the steps of the selling process.

**STANDARD Students will be able to understand basic merchandising math.** (Ch. 19  
"Marketing Essentials")  
**08.0199-07**

**OBJECTIVES**

- 08.0199-0701 Identify types of financial records.
- 08.0199-0702 Define the following terms: operating statement, cost of goods sold (COGS), gross margin, net profit, profit margin, fixed costs, variable costs, odd-figure pricing, loss leader, initial markup, keystone markup, maintained markup.
- 08.0199-0703 Identify formulas for calculating the price of merchandise using both retail and cost methods.
- 08.0199-0704 Identify formulas for calculating markdowns.

**STANDARD Students will understand the basics of fashion promotion.** (Ch.21) (Sec 12.2,  
"Fashion Marketing")  
**08.0199-08**

**OBJECTIVES**

- 08.0199-0801 Identify the three purposes of fashion promotion and the three promotion levels.
- 08.0199-0802 Explain the 4 components of the promotional mix.
- 08.0199-0803 Describe a fashion promotion plan.
- 08.0199-0804 Define the following terms: publicity, public relations (PR), press kits, promotional mix, advertising, institutional advertising, cooperative advertising, national advertising, regional advertising, and local advertising
- 08.0199-0805 Name two advantages and two disadvantages of each of the following advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and web sites.

**STANDARD Students will understand visual merchandising.** (Ch. 22) (Sec 12.1 "Fashion  
Marketing")  
**08.0199-09**

**OBJECTIVES**

- 08.0199-0901 Define the following terms: visual merchandising, store layout, selling areas, sales support areas, floor plan, fixtures, grid layout, maze layout.
- 08.0199-0902 Name and describe the three basic types of merchandise presentation.
- 08.0199-0903 Identify basic types of retail fixtures, including: carousels, dump tables/bins, four-way rack, rounders, t-stand, waterfall.
- 08.0199-0904 Identify the basic components of displays.
- 08.0199-0905 Identify the basic types of window displays.

**STANDARD Students will understand the basics of fashion show production.** (Ch.23 The  
Dynamics of Fashion)  
**08.0199-10**

**OBJECTIVES**

- 08.0199-1001 Identify the main types of fashion shows.
- 08.0199-1002 Define the following terms: fittings, merchandise pull, runways, commentary, choreography, lineup, and dressers.
- 08.0199-1003 Summarize the coordination of the physical layout, music, choreography, and commentary of fashion shows.

**STANDARD Students will understand how to find and get jobs in the fashion industry. (Ch 13-14 "Fashion Marketing")**

**08.0199-11**

**OBJECTIVES**

- 08.0199-1101 Identify traits and skills valued by employers
- 08.0199-1102 Describe 4 areas of employment in the fashion industry
- 08.0199-1103 Discuss educational options for fashion careers
- 08.0199-1104 Describe ways of getting experience in the fashion industry
- 08.0199-1105 Describe sources for researching fashion careers.
- 08.0199-1106 Explain career networking
- 08.0199-1107 Discuss the components of the job-application process.
- 08.0199-1108 Discuss steps in the job-search process.
- 08.0199-1109 Identify strategies for success on the job.
- 08.0199-1110 Identify traits of successful entrepreneurs.

**PERFORMANCE OBJECTIVES**

- PO-01 Report on a historical topic.
- PO-02 Create a survey.
- PO-03 Create a fictitious store.
- PO-04 Choose clothing for store.
- PO-05 Burn various fabrics and record findings.
- PO-06 Prepare a feature/benefit chart and demonstrate a sales presentation in a role play situation.
- PO-07 Calculate the price of merchandise using several methods.
- PO-08 Develop a promotional plan.
- PO-09 Create a window display.
- PO-10 Create or participate in a fashion show.
- PO-11 Answer interview questions in a role-play situation.

**PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS**

**Performance Objective: PO-01**

**Report on a historical fashion topic.**

The student will demonstrate their knowledge of fashion history by choosing a time period, historical fashion figure, or a historical fashion style and writing a report on the chosen topic. (Standard 08.0199-01)

**Performance Objective PO-02**

**Create a Survey**

The student will decide on a potential target market for their fictitious store (Perf. Objective 04) and will create a survey consisting of 10 questions to find potential interest in their store. (Standard 08.0199-02)

**Performance Objective PO-03:**

**Create a fictitious store.**

The student will demonstrate their knowledge of retail positioning by creating a fictitious store. They will include a description of the target customer for the store, along with a description of products carried, and competitors. They will also include depictions of the store exterior and furnishings used to create the right ambiance for the store. (Standard 08.0199-03)

**Performance Objective PO-04:**

**Choose clothing for your store.**

The student will demonstrate knowledge of buying by choosing items for the store they created from either a local mall or retail internet sites or catalogs. (refer to page 83 in "Fashion Marketing" Worksheet 4.1 buying Centers)

**Performance Objective PO-05:**

**Burn various fabrics and record findings.**

The student will demonstrate knowledge of natural and manufactured fibers by using samples of natural and manufactured fibers by burning samples and record observations.

**Performance Objective PO-06:**

**Prepare a feature/benefit chart and demonstrate a sales presentation in a role play situation.**

The student will demonstrate their understanding of selling by preparing a feature-benefit chart for a fashion item including, brand name, size, suggested retail price, style number, fabric content, style details, and guarantees and warranties. They will then demonstrate an effective sales presentation in a role-play situation using an effective approach and greeting, questioning, handling objections, suggestion selling, closing and follow-up techniques. (Standard 08.0199-05)

**Performance Objective PO-07:**

**Calculate the price of merchandise using several methods.**

The student will demonstrate their ability to calculate the price of merchandise using the retail and cost methods, common markup and markdown methods, and merchandise discounts. (Standard 08.0199-07)

**Performance Objective PO-08:**

**Develop a promotional plan.**

The student will demonstrate their knowledge of promotion by developing a promotion plan including objectives, advertising, and visual merchandising for a store of their choice complete with a budget for the promotion. (Standard 08.0199-08)

**Performance Objective PO-9:**

**Create a window display.**

The student will demonstrate their knowledge of visual merchandising by creating an actual display using fashion items. (Standard 08.0199-09)

**OR**

The student will demonstrate their knowledge of visual merchandising by creating a miniature window display in a box.

**Performance Objective PO-10:**

**Create or participate in a fashion show.**

The student will demonstrate their knowledge of fashion show production by participating in a fashion show at the school, helping with all stages of the production. (Standard 08.0199-10)

**OR**

The student will demonstrate their knowledge of fashion show production by creating a fictitious fashion show, including drawings of a staging area, samples of programs, examples of commentary, and examples of merchandise that would be selected to include in the show.

**Performance Objective PO-11:**

**Answer interview questions in a role-play situation.**

The student will research a fashion career and then complete an application, resume and interview for that career in a role-play situation. (Standard 08.0199-11)

OVERVIEW OF FASHION ADVANCED

## STANDARD

## PERFORMANCE

- |  |                           |
|--|---------------------------|
| 1. History of Fashion (Sec. 1.2 "Fashion Marketing")               | Fashion history report    |
| 2. Fashion Products and Research (Ch. 9 "Fashion "Marketing")      | Create a survey           |
| 3. Retail Positioning (Ch. 13 World of "Fashion Merchandising")    | Create a fictitious store |
| 4. Fashion Buying (Ch. 15,16 "World of Fashion Merchandising")     | Choose clothing for store |
| 5. How fabrics are made (Ch. 6,7 "World of Fashion Merchandising") | Burn fabric samples       |
| 6. Successful Selling (Ch. 18 "Fashion Marketing")                 | Sales presentation        |
| 7. Merchandising Math (Ch. 19 "Marketing Essentials")              | Calculating prices        |
| 8. Fashion Promotion (Ch. 21 "Fashion Marketing")                  | Develop promotion plan    |
| 9. Visual Merchandising (Ch.22 "Fashion Marketing")                | Create window display     |
| 10. Fashion Show Production (Ch. 23 "Dynamics of Fashion")         | Fashion show              |
| 11. Jobs in the Fashion Industry (Ch.13,14 "Fashion Marketing")    | Interview questions       |

## **REFERENCE MATERIALS**

### **Chapters 12, 13 RETAILING AND RETAIL POSITIONING**

*The Dynamics of Fashion*, Elaine Stone, Fairchild (Chapters 4, 17, 18)

### **Chapters 15, 16 PLANNING TO BUY AND BUYING**

*The Dynamics of Fashion*, Elaine Stone, Fairchild (Chapters 15, 16)

VIDEO: "Buyers, Markets and Marts" Careers Video Series, Cambridge Educational Videos

### **Chapter 18 SELLING**

*Selling*, Cynthia L. Greene, South-Western Publishing Co.

MarkED LAPS:

SE-101 Opening the Sale

SE-102 Using Buying Motives (Part I)

SE-109 Using Buying Motives (Part II)

SE 110 Using Suggestion Selling

SE-112 Addressing Individual Needs

SE-113 Feature Benefit Selling

SE-117 The Nature of Selling

SE-126 The Selling Process

### **Chapter 19 MERCHANDISING MATH**

*Marketing Essentials*, 2nd edition, Lois Farese, Grady Kimbrell, and Carl Woloszyk

*Mathematics for Retail Buying*, Bette K. Tepper and E Godnick, 3rd edition, Fairchild

MarkED LAP:

SE-48 Completing Sales Checks

### **Chapter 21 FASHION PROMOTION**

*Introduction to Fashion Merchandising*, pg. 355-373

### **Chapter 22 VISUAL MERCHANDISING**

*Visual Merchandising & Display*, 2nd edition

*Silent Selling*

**Chapter 23 FASHION SHOW PRODUCTION**

*Guide to Producing a Fashion Show*

*The Dynamics of Fashion*, Elaine Stone, Fairchild (Pages 191-192)

**Chapters 26-30 CAREERS IN FASHION**

*Apparel and Accessories*, Marily Purol Mathisen, McGraw-Hill Book Co.

*Introduction to Fashion Merchandising*, Rath, Peterson, Greensley, and Gill, Delmar Publishers Inc.

*The Dynamics of Fashion*, Elaine Stone, Fairchild (Pgs 88-91, 145-147, 244-247, 347-349, 442-445, 471-

475)

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